

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301
April 8, 2019, 3:30 P.M.

MEMBERS	September 2018 – August, 2019				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Greater FTL Chamber of Commerce Eduardo Fernandez, Chair	A	4	2	1	0
Ritz Carlton Hotel <u>Greg Cook</u> , Vice Chair Michael Chiusano, Alternate	P	5	1	1	0
The Westin Ft Lauderdale Beach <i>Vacant</i>	A	0	6	0	1
Marriott Courtyard <u>Michael Fleming</u> David Hankins, Alternate	P	5	1	1	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u>	P	4	2	0	1
The “W” Hotel, Capri Hotel, LLC Anna MacDiarmid <u>Brigitte Bienvenu, Alternate</u>	P	5	1	1	0
Beach Redevelopment Adv. Board <u>Thomas McManus</u>	P	5	1	0	1
Bahia Mar Lisa Namour <u>Steven Green, Alternate</u>	P	4	1	0	1
Conrad Hotel, CFLB Partnership LLC <u>Chintan Dadhich</u>	P	5	1	1	0

Staff

Tom Green, Beach CRA
Cija Omengebar, CRA Planner
Chijioke Ezekwe, CRA Project Manager

Lizeth DeTorres, Administrative Aide

Dan Barnett, BID Manager

Lisa Tayar, Prototype, Inc.

Guests

Matthew Fursetzer, Kimley-Horn

I. Call to Order / Roll Call / Quorum

Vice Chair Cook presided over the meeting in the absence of Chair Fernandez. The meeting was called to order at 3:30 p.m. At this time there are 8 appointed members to the Board, which means 5 would constitute a quorum.

It was noted there was a quorum.

II. Approval of BID Regular Minutes

• **March 11, 2019, Regular Meeting**

Motion made by Mr. Dadhich, seconded by Mr. Salazar, to approve the minutes of the March 11, 2019, meeting as presented. In a voice vote, the motion passed unanimously (7-0).

III. State Road A1A Project Update – Thomas Green, Beach CRA

Mr. Ezekwe began the PowerPoint presentation in the absence of Mr. Green. [Attached]

The following were comments made during the presentation:

- Matthew Fursetzer with Kimley-Horn said that lights on the east side will be re-lamped depending on the amount of budget left. The majority of the lighting is being added on the west side from the South Beach parking lot up to Sunrise Boulevard; they will try to mirror the decorative lights that are on the east side.
- The bollards will go on SR A1A closer to Las Olas Boulevard and several blocks east and west in order to cover the primary pedestrian crossing areas.

[Mr. Green arrived at 3:35 p.m.]

Mr. Barnett clarified that re-lamping is shifting the bulbs from amber to an option of amber or white during turtle season. Mr. Green stated that the lamps on the east side are now high pressure sodium bulbs that are amber all the time; if money is available, they would either convert the bulbs to LED and/or also have a dual light fixture, which is what is proposed for the west side.

Mr. Green remarked that one of the project's main foci was to create a better pedestrian

experience, and the best way to do that at the inception of the project was to push everything above ground as close to the curb as possible to create the illusion of a wider sidewalk. However, the landscape budget for moving trees closer to the curb is minimal, and the lighting fixtures are expensive.

Mr. Green said the goal is to get both the landscaping and lighting; they are doing a Joint Participation Agreement with FDOT and some monies are available from FDOT. Pedestrian lighting will be added on the west side near the Bonnet House with FDOT money.

Members of the board agreed that lighting was more important to them than the landscaping. However, Mr. Fleming noted that scooters swerving around the trees created a danger.

Mr. Green stated that the project extends from Alhambra Boulevard up to Sunrise Boulevard, with the FDOT dollars allowing the northward extension. Mr. Green noted the capital projects that are underway, creating some moving around of monies as they become available. He could not promise there would be new lights on the east side, but said there would be lighting on the west side where there are no lights currently.

Mr. Ezekwe introduced the CRA Public Outreach representative, Sheryl Dickey, with Dickey Consultant Services. She will be working with Mr. Barnett and Mr. Glassman to consolidate lists. They will do a monthly e-newsletter and hope to do an interactive website to keep people informed about the construction schedule. There will be a hotline number.

It was suggested that there continue to be updates on the garage through the e-newsletter.

Mr. Green commented on the traffic disruptions and construction impacts. The project will be done in phases due to its linear nature. There will be lane closures for up to twelve months in the areas of construction. The CRA is pursuing feedback from businesses and residents on the beach and from the City to determine what time of year they should not be in the area.

Since mid-February to mid-April is the prime time for the big events on the beach, it would be better if work starts now and moves forward efficiently. Mr. Fleming suggested avoiding the area from Beach Place down to Las Olas during Spring Break.

Mr. Green was not sure how the work would be sequenced, but they may be able to skip segments. Once the work starts, it will be running five days a week. The lane closure would probably open up on the weekends even though the sidewalk may be closed from time to time with pedestrian detours. Access would remain open to businesses, condos, restaurants, and hotels.

IV. PRIDE Fort Lauderdale 2019 Post Event Presentation - Miik Martorell and J. W. Arnold

Chair Cook stated the board will not be voting on funding at this meeting. There are two meetings back to back: committee meeting and budget meeting. Normally the committee meeting comes first, but it was proposed to have the budget meeting first, so the available funds would be known for the committee.

Motion made by Mr. Dadhich, seconded by Mr. Fleming, to hold the budget meeting first, and the committee meeting second. In a voice vote, the motion passed unanimously (7-0).

Mr. Arnold thanked the BID for their support and gave a PowerPoint presentation reviewing PRIDE 2019. [Attached]

At the end of his presentation, Mr. Martorell presented two plaques of appreciation to the BID (one for 2018, and one for 2019). He commented that the funds are necessary to support non-profit organizations who give to the community.

With the consensus of the board, Mr. Martorell showed a PowerPoint presentation on their request for the 2020 Pride of the Americas. [Attached]

Mr. Arnold emphasized that this event is not the typical event, and they are asking for \$125,000 for the first year. He added that the event has already been well received by the CVB and the City. They are working to create a “housing event” since there will be many international guests.

Sunday events are planned to encourage stay-overs, and the April 21- 26 date was picked so they would not compete with other Pride events. Regarding the construction on SRA1A, they are working on it; because it is a stand-alone event, Mr. Martorell said they would be able to “re-imagine” events, although they would prefer to be near the beach. He will send video footage showing festival participants at the beach.

V. Holiday Event Discussion – Luke Freeman, Three Circle Production

Mr. Freeman stated he wants to have a new event to bring families to the beaches for holiday-themed events. He showed a PowerPoint presentation called “Digital Holiday.” [Attached]

Three Circle Production is requesting the following support: \$125,000 for the first year, \$100,000 for the second year, and \$75,000 for the third year. They want to roll out the event for 12 days and have put together an advisory board of event producers to assist with operations and logistics.

Chair Cook asked what would be provided in the first year, and Mr. Freeman said everything in the video (audience participation tree, lighting, décor, and video mapping) will occur in the first year. Add-ons to that, such as merchandising and concessions, will depend on additional financial support. Chair Cook requested more specific detail on the event, particularly concerning the layout and how the event would change/expand year to year.

Mr. Freeman stated they are considering the dates for the event to be 12 days before Winterfest, and they will partner with them for a closing event.

VI. BID Manager Update – Dan Barnett

- **Great American Beach Party Update**

Mr. Barnett reported the following:

- Will leave the stage on the middle of SR A1A, facing north, but move it to the south side of the intersection
- Las Olas Boulevard will be blocked off from SR A1A to Seabreeze Boulevard
- It is not necessary to re-produce the event - they will work around construction
- Blood, Sweat & Tears is the headliner

- **FY18 Air Show Financials**

Mr. Barnett referred to a letter providing details on the 2018 Air Show. Revenue was \$743,645, and expenses were \$700,097. He asked the board if they needed more detail in the financial analysis post-event. The money that the BID gave them was used to offset City services.

Mr. Fleming wanted to see more of a breakdown which would show how much was spent on marketing to bring people to the beach for their event, as well as exact figures on expenditures for police, fire, etc.

VII. Communication to the City Commission - None

VIII. Old/New Business – None

Mr. Dadhich introduced Frank Cavella, Director of Sales and Marketing for the Conrad Hotel, who will be officially on the board at the next meeting.

Upon motion duly made and seconded, the meeting adjourned at 4:29 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

PowerPoint on “Digital Holiday” – Luke Freeman

PowerPoint on PRIDE Fort Lauderdale 2018 – Miik Martorell

PowerPoint on PRIDE 2019 – Miik Martorell

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PowerPoint on SR A1A Project Update – Thomas Green
Letter regarding the 2018 Air Show – Dan Barnett